

**ABSTRACT OF THE DISCLOSURE**

[0047] A content delivering system comprising a host server for receiving therein a plurality of individual contents and corresponding display conditions; a transit server for receiving and storing the plurality of individual contents; and a plurality of display terminals for receiving and displaying the individual contents delivered from the transit server, wherein the transit server assigns and timely delivers the plurality of individual contents to an appropriate display terminal according to the corresponding display data conditions. Additionally, the display data may be selected based on vacancy data or potential viewership data.